

JumpStart Your Business

A part of National Small Business Week



SBA Education & Training Center
2401 4th Ave., Suite 450 | Seattle
workshops@sba.gov



Space is limited.
Register online at:
<http://tinyurl.com/2016SeattleJumpStart>

Monday
May 16

Tuesday
May 17

Wednesday
May 18

Thursday
May 19

Friday
May 20

9 a.m.	Give Your Elevator Speech a Lift Learn a unique step-by-step process to create a winning elevator speech.	How to Hire the Right Person Learn how to read a résumé, ask good interview questions, and other helpful hiring tips.	Three Keys to Financial Discipline – Create Systems Develop systems to collect financial data, analyze reports and establish habits to better understand your business.	Diversify and Grow Your Customer Base Understand your customer base to help you increase sales.	What is Your Brand Story? Uncover, define and FIRE UP your personal and small business BRAND STORY to share on social media platforms.
10:30	Benefits of Networking Learn how to put your best foot forward and establish a referral base and build long-term business relationships	Creating the Best Support System for your Business Find the right advisors to help you make good decisions.	Three Keys to Financial Discipline – Plan Ahead Update and maintain a 12-24 month cash flow forecast. Learn strategies and techniques to make sound financial decisions.	Increase Your Sales by Exporting Learn the benefits of exporting, and if it's right for your business.	Which Social Media Platforms are Right for You? Learn which media platform is the best way to connect with your customers and stakeholders.
11:30	BYOL & Network	BYOL & Network	BYOL & Network	BYOL & Network	BYOL & Network
12:30 p.m.	Master the Follow-up and Close the Deal Gain confidence you need to pursue a lead or connection.	Choosing a Business Structure Operational aspects and the difference between various business structures.	Find Cash for Your Business Learn about various options from lender experts and small business owners.	Build & Market Your Service Business – Sell the Intangible Learn how to put a price on what your service is worth.	Explore Mobile Ready & eCommerce Websites Learn if e-commerce is the right sales strategy for you plus steps to mobile readiness.
2 p.m.		Avoid Surprises with Tax Planning Learn tips and strategies to keep you smiling at tax time next year.	How to Pitch for Money Learn how to craft the right message to obtain financing immediately.	Navigating the Gig Economy Learn the pros and cons of participating in different gigs (i.e. Uber, Lyft, TaskRabbit, etc.)	Search Engine Optimization (SEO) Whether you're doing it yourself or getting the help of an expert, understand how search works and what you can do to make your website more visible to attract visitors.